

Man's Drink—
Woman's Drink—
Everybody's Drink

Coca-Cola

Vigorously good—and keenly
delicious. Thirst-quenching
and refreshing.

The national beverage
—and yours.

Demand the genuine by full name—
Nicknames encourage imitation.

THE COCA-COLA COMPANY
Atlanta, Ga.

Wholesaler
and Retailer
of Coca-Cola,
in
this
territory.



SEND PROCLAMATION TO MANY OUTSIDE POINTS

Greetings and Invitation To Visit
Panhhandle And Attend
Fair.

Secretary, Board of the Amarillo
Board of City Development, has
just prepared for Mr. Burke, of Ft.
Worth a proclamation for use in the
people of Amarillo for use in an im-
portant publication at Fort Worth and
in publications in several of the
large cities of the country.

The communication sends greet-
ings and extends a hearty invitation
to people everywhere to visit Ama-
rillo and the Plains country and in-
vestigate our conditions and our na-
tural resources of soil, climate, etc.
They are especially invited to at-
tend the Panhhandle State Fair which
will be held here during the latter
days of September and at which one
will have abundant opportunity to
investigate the productiveness of

our soil and the amount and variety
of crops of every kind that are ad-
apted to this climate.

The greeting and invitation will
be signed by the Fair Association
and the Board of City Development.

Amusements

At The Mission,
Two Best Comedy

At The Grand,
Quickhand, 2 Best Comedy
News Pictorial
"This is the Life" (Comedy)
Vaudeville
Comedy Sketch

Praise
Praise is of no use as a main-
spring. Praise lies outside of it and
entirely independent of it, in all truly
valuable lives. Tennessee, the poet,
was also the practical man when he
remarked: "I think it is wisest in a
man to do his work in the world as
quietly and as well as he can, without
much feeling praise or dispraise—
Selected.

Daily News Want Ads must be ac-
companied by the CASH.

SETH WARD COLLEGE

Property of Northwest Texas Conference. The only
endowed Junior College in Texas. Co-educational Depart-
ments of Literary, Music, Art, and Expression. Faculty of
experienced college and university graduates. Total expenses
for literary course, \$187.00. Write for particulars.
C. L. McDONALD, M. A. J. E. WILLS, M. A.
President Dean
Plainview, Texas.

YOU MUST DO YOUR SHARE TO BREAK UP THE SUBSTITUTION EVIL

Every time a dealer offers you
a "Just as Good" when you ask
for a well-known article, he in-
sults your intelligence. He dis-
counts your ability to buy. He
puts you in the "don't know"
class, and thinks that by giving
you a "little talk" he can induce
you to buy his MORE PROFIT
"Just as Good" article.

You must do your share to
break up the great evil of substi-
tution. You can do it by refus-
ing to buy unknown or "Orphan
Brands" when your dealer offers
them to you. Do not be coaxed
into buying them.

Imitations and "Just as Goods"
are mere makeshifts, and never
give the satisfaction that the
genuine does. You know this
is true.

It makes no difference what
the dealer says, don't accept his
"Just as Good." When you
want soap, perfume, household
medicine, paint, varnish, automo-
bile tires, food products, chew-
ing gum, corsets, underwear,
shirts, collars, shoes, hair tonic,
tooth paste or powders, grape-
juice or soda fountain drinks, etc.,
whatever you want, ASK FOR
IT BY NAME, of manufacturer
or trade mark brand, and insist
on getting it.

A good way to stamp out
substitution is to stop dealing
with a merchant who offers you
a substitute. Tell him why he
has lost your patronage, and tell
others not to buy from him.

After all, it's up to you. Will
you do your part?

National Anti-Substitution League, Philadelphia

"Get What You Ask For"

SOME TIMELY ADVICE CONCERNING THE SILO

Results of Specific Demonstration in
Cattle Feeding at Amarillo
Recently

WASHINGTON, D. C., July 31.—
A special demonstration in cattle
feeding in Amarillo, Texas, has led
to the conclusion of certain data
on how and when to fill a silo,
which should be of interest to farm-
ers in the Southwest. In Western
Texas, Oklahoma, Arizona, New
Mexico, California, Colorado, Utah
and Western Kansas, there are un-
doubtedly many farmers who are
about to fill silos for the first time
this year and for such the following
should be timely.

The proper time to cut this feed
for silage is when the seed are in the
stiff dough stage and the bottom
leaves begin to turn brown. For at
this stage the plant will have its
maximum nutritive value and yet be
green enough to keep well in the
silo. This advice applies particularly
to the silage in the Panhhandle of
Texas, the greater part of which is
made from alfalfa, clover, and sweet
sorghum.

When there is a large amount of
feed to be cut, the work should be
done with a row blower, this being
the most economical method. In
hauling the feed from the field to the
silo, a wagon with a box-down
bed is much better than one with a
regular hay frame, as the green
bundles are rather heavy to lift.
Use sufficient wagons to haul feed
as fast as cut. It should not be al-
lowed to wilt or become partly cut
before putting into the silo. It
will not keep as well if allowed to
become dry. Wagons should be well
loaded each trip, otherwise the ex-
pense of filling the silo will be great-
ly increased. If one has strong wa-
gons, low-horse teams may be used
to advantage.

Silage should be cut into one-half
inch lengths, as it packs in much
closer than when cut longer. Thus
crowding out the air, and the silage
keeps better. The capacity of the
silo is also increased and there is
less waste in loading, as all will be
used.

The power required to run the silo
cutters, with blower attached, is
ordinarily figured at one horsepower
for each inch of cutter—that is, in
15-inch cutter will require a 15
horsepower gasoline engine, but in
filling a silo where no blower is
required, only about half this power
is needed.

One of the most important parts
of the most important part in filling a silo is the
packing of the silage. The silage
must be packed well if it is to keep,
for this packing forces out the air
and the essential thing in making
silage is the exclusion of air. If air
spaces are left in the silo, large
amounts of silage will be lost. In
a silo 10 feet in diameter with a
single cutter, use two or more men.
In larger silos and filling with large
cutters, keep three or more men in
the silo and see that they tramp all
the time. Pack the silage near the
wall, the middle will take care of
itself.

When the plants are green no wa-
ter need be added in making silage,
but if the silage has begun to dry or
cure in the field some water should
be run into the silo while being fill-
ed. This is done to bring the mois-
ture content of the silage nearer to
its natural state, to make it pack
down better and help exclude the
air. One inch of water in this matter
would be of great help.

Water will not hurt the silage
if there is no excess, and every
silo should have either a dirt floor
or a drain, which will let any excess
water escape. The best place to
add the water is to run it into the
blower while cutting.

As silo is more likely of silage at
the top will spoil, it is sometimes ad-
visable to cover the top with some
cheap or worthless material. A lay-
er of cut straw is sometimes run
in for a covering for the silage
and wet down and well tramped.
This forms a seal and preserves all
the feed. When feeding is begun,
all of this top layer or spoiled stuff
should be thrown aside.

It is advisable to tramp the top
of the silage every day for ten
days or two weeks after the silo is
filled, as this helps to force out the
air and tends to prevent the silage
from settling away from the wall.

Summary

Cut crops for silage when seed
are in the stiff dough stage. Fill
silo up with blower in the field;
do not let feed lay in the field too
long before filling.

Have as large loads as possible,
and keep all men busy all the time
cutting and filling.

Use row blower to cut silage.
Pack silage well around the silo.
No man ever lost anything by
packing, and never have lost much
silage from lack of it.

Tramp the top of the silage every
day for ten days or two weeks.
If in doubt as to moisture, run in
water.

Insurance Persons of Texas.
TREHILL, Tex. July 31.—Tex-
as had 1,002 insurance persons em-
ployed in her hospitals at the last re-
port, compared with 1,015 twenty
years previous, according to a re-
port issued by the Federal Depart-
ment of Commerce and Labor.
Texas figures do not include the in-
surance persons in the jails of Texas,
but relate only to the insurance em-
ployed in hospitals. According to
the report, Texas has 104 insurance
persons in her hospitals, and the
average for the United States is
124 per 100,000 persons. In the
entire nation there are 187,731 in-
surance persons employed in hospitals.

Summer Coughs Are Dangerous.
Coughs, colds and croup are dan-
gerous. They indicate low vitality and often
lead to serious Throat and Lung
Troubles, including Consumption.
Dr. King's New Discovery will re-
lieve the cough or cold promptly
and prevent complications. It is
soothing and antiseptic. To make
your throat better, once. To delay
is dangerous—get a bottle of Dr.
King's New Discovery at once. Mon-
day back if not satisfied, 50c, and
\$1.00 bottles at your Druggist.
(Adv.)

Try Daily News Want Ads.

POTTER COUNTY FARMERS OF THE PRACTICAL KIND

Interesting Tests Being Made With
Sudan Grass and Other
Forage Crops.

That Potter county farmers are good
farmers who know how to farm un-
der reasonable conditions is very evi-
dent by a visit to a few of the spe-
cial farms about Amarillo.

On Friday, Harmon Benton, Uni-
versity Agricultural Demonstrator
for the counties of Potter, DeWitt,
Haskell and Carson took the writer
with him to a few of the demon-
stration farms within a radius of seven
or eight miles of the city, and al-
though he had heard of the demon-
stration, the Amarillo and
Potter county farmers have the best
of everything, we were really sur-
prised at many things in the line of
practical farming which this ef-
ficient demonstrator pointed out to
us in the run of a few hours.

A few miles from the city one
could see the thrashing machine
busy thrashing wheat that was yield-
ing twenty bushels per acre while
in the same field other sorts of the
up-to-date farm was in process.

At the farm of Charles DeWitt,
which is truly a demonstration farm
within itself, we saw many things
among other things with the im-
portance in raising Sudan grass, a new
hay or forage crop, which is not being
raised out here and which it is
believed will in a few years im-
plant itself very largely in this ter-
ritory, and which is said to be equal
to it in appearance to alfalfa or
Johnson grass for feeding purposes.

Mr. DeWitt has planted some
that was secured from three different
sources. One of these kinds was
secured from Lubbock and another
was furnished by the United States
government.

This seed was sown very thin in
order that the best possible result
might be secured for the produc-
tion of a seed crop. The grass
was sown in rows only a foot or
two being spaced on some three acres
of ground, and the grass has been
cultivated like other row crops.

Notwithstanding the fact that the
germinating quality of some of the
seed was poor and the sowing was
very thin, the grass was said that
some of this grass would yield in
the neighborhood of a ton to the
acre if cut at the proper time.

The seed from Lubbock seems to
be showing best results, although a
large part of the seed sown
was lost.

The Lubbock and the other seed
are in excellent condition and
promise an enormous heavy yield.

A portion of one field of Sudan
grass was planted and cultivated under the
direction of the Agricultural Demon-
strator. Another portion of the
same field was planted according to
what could be considered good
farming methods by a fairly indus-
trious farmer.

The difference in the result is
separate, for about as far as one
can see the field, and it was con-
sidered for scientific purposes.

At the United States government
farm, two miles west of Amarillo,
we found that the Sudan grass was be-
ing tested carefully along with
various other kinds of forage crops.
The results there, likewise, in-
dicate that Sudan grass is promising
as hay and forage for the Plains
country.

At the farm of W. T. DeWitt,
seven miles north of Amarillo, we
found other tests being made with
Sudan grass, alfalfa and other
crops. Sudan grass which was

BUYERS TO SHARE IN PROFITS Lower Prices on Ford Cars

Effective from August 1, 1914 to August 1, 1915, and
guaranteed against any reduction during that time:

Touring Car	\$529.00
Runabout	\$479.00
Town Car	\$729.00

(Delivered in the United States of America Only)

Further, we will be able to obtain the maximum efficiency in our factory
production, and the minimum cost in our purchasing and sales departments if
we can reach an output of 300,000 cars between the above dates.

And should we reach this production, we agree to pay as the buyer's
share from \$40 to \$60 per car (on or about August 1, 1915) to every retail
buyer who purchases a new Ford car between August 1, 1914 and August 1,
1915.

For further particulars regarding these low prices and profit-sharing plan,
see the

Northwest Motor Co.

Phone 1540. 114 West Fifth Street, Amarillo.

planted about June 1913, seven
weeks ago, and which had had no
rain, is now heading and prom-
ising a good yield.

There are only a few of the farms
about Amarillo where new crops are
being tried out and scientific meth-
ods are being used, all of which
should be of untold value to the
farmers, making these tests and in-
quiries for the benefit of the com-
munity in general.

It is fortunate that along with the
success of something new and
valuable here, the service of a
practical farmer has been secured to
direct our farmers in the line of good
crops and good methods in farm-
ing.

DEAF, BLIND AND FEEBLE MINDED INSTITUTIONS

AUSTIN, Texas, July 31.—Ad-
vance work of the Bureau of the
Federal Educational Bureau have
been received here and in them is
contained some interesting infor-
mation pertaining to Texas. The fol-
lowing is taken from one of the

bulletins.
Texas has one state institution
for the care of the blind and the en-
rollment at the close of the 1913
school year was 244. There is also
one school for the deaf in the state
and 128 pupils enrolled for instruc-
tion last year. There is no state
institution for the care of the feeble-
minded, but an institution is oper-
ated by private capital for taking care
of mental delinquents. The enroll-
ment last year was 17 pupils.

There are 64 blind institutions in
the United States and they care for
4,973 pupils annually. The number
of schools for the deaf in the nation
is 65 and 11,070 pupils are enroll-
ed. Fifteen states have schools for
the instruction of the feeble-minded.

Seasonable.
The climate lives up to the season.
Several of the merchants exhibit back-
ward springs—New York Press.

"Daily News want ads must be ac-
companied by the CASH."

TOO LATE TO CLASSIFY

LOST—White German Horse, very
valuable. Please notify Mrs. Morgan,
Phone 301 or 1027. 7-12-14

FOR RENT—Five room modern
house, close in. Phone 91. 7-12-14

WANTED—Auto in good shape must
be bargain. Address D. L. Carr,
News. 7-12-14

WANTED—To buy a cow (or cash,
must be fresh, and a good milker.
Phone 435. 7-12-14

WANT—Partner or for sale paying
business. Thirteen thousand dollars
turn stock three days. For
particulars write A. Grate 229. El
Paso St., El Paso, Texas. 7-12-14

Daily News Want Ads must be ac-
companied by cash.

**Flash-
lights**

For
To-night

or any other night,
you'll find an
EVEREADY
FLASHLIGHT

comes in mighty handy—at the theatre—
the awkward keyhole—making change at
night. A simple press on the button and
instantly its genuine Mazda lamp and
guaranteed Tungsten battery give forth a
flood of light. Come in and examine our assortment of
Eveready Flashlights, at prices that are sure to please.

SEE OUR WINDOWS

**Flash-
lights**

For Every Need

Pocket size. Minia-
ture for the ladies
handbag. Sizes suit-
able for railroad
men, autoists, tour-
ists. In fact we have
in stock for a flash-
light suitable for ev-
ery purpose.

**The Ever Ready
Trouble Finder**

Regardless of the
circumstances—no
matter what the
condition—if you
need a light you'll get
it instantly with an
EVEREADY
FLASHLIGHT

The Eveready never
fails. A genuine
Mazda lamp and a
Tungsten battery that's
guaranteed to give the
maximum service are your
warranty of satisfaction.
A real flashlight at a price
that is economical—that's
what we offer you. Come
in and see us prove it.

Your vacation or fishing trip will give you much more pleasure if you take along a flash-
light—Fine for night fishing, make ideal auto trouble lamps—Around the home there is no
limit to the uses you can find for them. Our windows contain every popular size—including
the automatic pistol type. Allow us to show you.

Nunn Electric Co.

Phone 79 Amarillo's Most Interesting Store 417 Polk